



# Jason Mccourt

Creative Director

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Professional creative director with more than 9 years of experience, skilled in both design and copy. I am currently seeking a position within an agency or in-house department. In my most recent role, I created an in-house creative services department, reducing the cost of advertising by \$500K, while completing over 5,200 jobs per year.



## Skills

- Creative Direction ●●●●● Excellent
- Copywriter ●●●●● Excellent
- Design ●●●●● Excellent
- Digital ●●●●● Excellent
- Broadcast ●●●●● Excellent



## Work History

2016-04 - Current

### Global Creative Director

*Zones Inc, Auburn, WA*

- Lead creative for 4 US-based locations as well as 3 global locations
- Raise more than \$30M per year in Marketing Funds yearly
- Driving results for RFPs including Starbucks, Adidas, and Kaiser
- Expand partner base by 3X year over year

2015-02 - 2016-03

### Creative Director/Managing Editor

*REI, Kent, WA*

- Converted their e-commerce platform into a 20/80 storytelling split
- Transformed over 56 landing pages in under 6 months
- Created content calendar with 12-month cadence

2013-02 - 2014-11

### Head of Creative/Creative Director

*Williams Helde, Seattle, WA*

- Added 3 new clients; Oden Brewery, JustTell, and Alaska Airlines
- Increased marketing/advertising revenue by 35%
- Built an 400+ photo asset library for Philips brand
- Expanded team from 5 to 8 total headcount

2012-02 - 2013-01

### Proposal Writer/Advisor

*Intentional Software, Seattle, WA*

- Wrote the proposal that led to the launch of the Microsoft Hub

2011-01 - 2012-01

### Senior Copywriter

*Hacker Group and HTC, Seattle, WA*

- Launched national campaign for Carnival Cruises and David's Bridal
- Pitched and won AT&T new business for \$35M
- Managed open enrollment for Fortune 100 healthcare client

2009-04 - 2010-11



## **Associate Creative Director**

*Rauxa Direct, Costa Mesa, CA*

- Mentored and led a creative department of 12
- Maintained brand for all of Verizon Wireless
- Developed strategies for new business pitches and RFPs

2006-01 - 2009-03



## **Associate Creative Director/Senior Copywriter**

*JWT, Santa Monica, CA*

- Recruitment efforts led to more than 12,000 job placements
- Achieved goal of \$12M for Children's Hospital Los Angeles
- Developed 3 employee portals; Nestle, Boeing, and Jack in the Box

2000-01 - 2005-12



## **Lead Creative Director**

*DDB, Los Angeles, CA*

- Led copy and concepts for Epson Printers
- Successfully launched two new photo printers
- Pitched and won new business including California State Lottery



## **Education**



### **Bachelor of Fine Arts: Marketing Communications**

*Academy of Art University - San Francisco, CA*



## **Accomplishments**



Started my own company: CommonGround MenCare – A cosmetic product line made just for men. [www.cgmenicare.com](http://www.cgmenicare.com)